



Contractor Engagement Strategy – Delivery Plan 2017/18

Aim	How we will achieve this
Listen to contractors' views & ideas on what they want GMLPC to deliver for them, including how we represent them to commissioners	Via effective communications channels and activities, evaluating our performance and adapting where needed
Keep contractors informed about GMLPC's services and activities so they know what we are doing for them and the value we deliver	Through communications that demonstrate how we are delivering on contractors' priority areas: <ul style="list-style-type: none"> • Training & support for contractors • Representing community pharmacy in negotiations with NHS and social care • Details of income opportunities & business management • Training & support for pharmacy teams • Pilots giving pharmacy a greater role
Provide ongoing two-way communications and contractors feel in the loop, supported, and know who to contact about what	Through regular communications, training & events that demonstrate we understand our contractors' needs and that support them in delivering great patient care and their contractual obligations

The delivery plan on the following pages sets out what we will do when, and how we will evaluate it.

Action	Outputs & outcomes	Evaluation	Timescale
<p>Demonstrate that our communications & engagement activities reflect contractors' priorities</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Training events • Training & support materials produced (e.g. Quality Payments) • GMLPC newsletter content & emails • Monthly webinars • Briefings & reports incl annual report, 6-month update etc • Social media content • Website content updated regularly • Annual website content review to validate and update pages, where required • AGM each September <p>Outcomes:</p> <ul style="list-style-type: none"> • Contractor achievement of QP, HLP etc • High satisfaction with GMLPC 	<ul style="list-style-type: none"> • Percentage of contractors achieving Quality of Payments • Feedback surveys on events & webinars • Communications & engagement satisfaction surveys and proactive calls to seek feedback (e.g. QP readiness) • Bookings for training & events, incl webinars (speed & numbers) • Participation in pilots • Website content updated regularly; out of date information removed • Annual website review completed • AGM date set, venue booked & publicised to contractors • AGM delivered 	<ul style="list-style-type: none"> • Twice per year (when data available) • Each time • Annual satisfaction survey. Interim comms 'temperature check' survey at 6 months (May 2017). Plus ad hoc surveys • Each time • Each time • Ongoing • Jan-Feb each year • By 30th June • By 30th September

<p>Promote WhatsApp & Facebook to contractors and their teams</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Inclusion in newsletter, templates & all communications issued • Pop-ups on website • Incentives, where appropriate – e.g. priority training places published on Facebook first • Promotion at GMLPC events (e.g. handouts, screensaver slide, giveaways) <p>Outcomes:</p> <ul style="list-style-type: none"> • Increased numbers 	<ul style="list-style-type: none"> • WhatsApp broadcast list numbers • Facebook page likes • Facebook page shares / clicks 	<ul style="list-style-type: none"> • Monitored on 1st Monday of each month • Decide in October 2017 whether to continue with Facebook
<p>Monitor & evaluate communication channel reach</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Reporting of key metrics • Annual communications and engagement satisfaction survey • Asking ‘how did you hear about this’ for event booking so we can track it • Review Mailchimp lists to check duplications & info accuracy • GMLPC social media activity e.g. tweeting from events, engaging with other posts, participation in #WePharmacists tweetchats etc, where appropriate <p>Outcomes:</p> <ul style="list-style-type: none"> • Feedback used to improve communications & engagement • Understanding which channels and styles are most effective, so we can focus efforts on them 	<ul style="list-style-type: none"> • WhatsApp broadcast list numbers • Facebook page likes • Facebook page shares / clicks • Mailchimp: average read & open rates for weekly newsletter, split by list (i.e. contractors and subscribers) • Twitter followers & average engagement • Website visits & session duration • Communications & engagement survey • Event booking data • LinkedIn follower numbers • Mailchimp list review completed 	<ul style="list-style-type: none"> • Monitored on 1st Monday of each month “ “ “ “ “ • Annually in October • Each time • 1st Monday of month • Annually each summer

<p>Organise training events on topics that meet GMLPC pharmacies' needs. Ensure they are in easy-to-access locations, preferably evenings & weekends</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Training events arranged & topics covered <p>Outcomes:</p> <ul style="list-style-type: none"> • Contractors satisfied with training quality & ease of access for them and their teams 	<ul style="list-style-type: none"> • Feedback on events via evaluation surveys • Using feedback & topic suggestions to inform future training programme • Annual communications survey results 	<ul style="list-style-type: none"> • Each event • Quarterly • Annually
<p>Arrange webinars, how-to guides, information films, and other resources that support contractors & their teams</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Webinar programme developed • Tip guides, videos, training packs, toolkits etc produced <p>Outcomes:</p> <ul style="list-style-type: none"> • Contractors satisfied with quality and availability of resources for them and their teams 	<ul style="list-style-type: none"> • Feedback on webinars via evaluation surveys • Ad-hoc surveys & phone calls • Annual communications survey & interim 6-month comms 'temperature check' 	<ul style="list-style-type: none"> • Each time • Ongoing, as required • Six-monthly (May 2017 & October)
<p>Promote suitable training opportunities & resources from other providers</p>	<p>Outputs:</p> <ul style="list-style-type: none"> • Newsletter, website & social media content <p>Outcomes:</p> <ul style="list-style-type: none"> • Contractors aware of other training resources & opportunities for them and their teams • Avoiding duplication, making best use of what's available – freeing GMLPC to focus where bespoke training or resources required, or where GMLPC material can add value 	<ul style="list-style-type: none"> • Liaison with other providers e.g. info received on relevant • Partnerships / joint training • Newsletter content (e.g. CPPE courses, free PHR resources) 	<ul style="list-style-type: none"> • Ongoing
<p>Develop contractor care programme and interim database. Explore</p>	<p>Outputs:</p>	<ul style="list-style-type: none"> • Record of contacts & data on issues raised & resolved 	<ul style="list-style-type: none"> • Ongoing

<p>options & costs for a CRM, incl asking other LPCs what they use</p>	<ul style="list-style-type: none">• Interim database capturing proactive and reactive contact with contractors• Contact programme developed by business support team• Costed options for potential CRMs <p>Outcomes:</p> <ul style="list-style-type: none">• LPC has data on issues raised by contractors and action taken, enabling us to escalate to GMHSCP etc where needed• Enhanced service for contractors & enhanced liaison between LPC team (e.g. staff can check what issues raised, previous contact with a pharmacy, info can be checked & updated)• Contractors feel supported & that they have strong relationship with LPC that knows and understands them, and can help with issues etc	<ul style="list-style-type: none">• Decision on CRM options	<ul style="list-style-type: none">• By end of 2017
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